

GETTING COMPETITIVE

When you mention the competition, especially by name, you create new opportunities as well as new risks. Get ready for whatever happens.

Risks

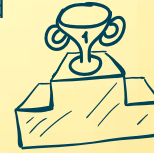
Prepare for the worst!

- Introducing a new, potentially better option to your prospects
- Driving traffic to your competitor
- Getting sued
- Creating a rivalry that you may lose

Benefits

Expect the best!

Mentioning a competitor means you can explicitly talk about what makes them a bad choice for your audience, and of course, what makes you the better choice.



Watch your tone.



You don't want your competitive copy to:

- Make you look insecure
- Appear to attack the people that like your competitor
- Expose your brand to harsh retaliation
- Make people feel sorry for your competitor
- Fight a clearly weaker opponent



Two-sided, or balanced arguments are **more persuasive**.

What about when the competition attacks YOU?

You basically have two choices.



DEFENSE

Try to refute their claim or divert attention and highlight the better things about you.



OFFENSE

Attack the other brand back by highlighting one of their negatives.